<To the press> January 20, 2003

in a month2 million bodiesfor sale! A big boom in the United States**"BRATZ"**ofJointbrandDeployment

Bratz

Takaraandavexaccording to"BRATZ"Information on joint projects

Takara Co., Ltd.
avex group

Takara Co., Ltd. (President: Keita Sato) and Avex Group (Chairman: Tatsumi Yoda) are jointly developing the brand of the fashion doll "BRATZ", which is currently making a big break all over the world, by leveraging each other's strengths. We agreed to go.

"BRATZ" is a big hit product of MGA ENTERTAINMENT (CEO: Isaac Larian) in the United States. Real fashion based on the latest trends, impactful makeup, realistic hairstyles, cute accessories, and other fashion dolls that reproduce the fashion and lifestyle admired by American teens. , has won the National Toy of the Year award. This time, we will introduce this popular series to Japan. For the development of "BRATZ" in Japan, the Avex Group, which is responsible for all aspects of entertainment, and Takara, a toy manufacturer, have joined hands to establish the "BRATZ" brand that "proposes a lifestyle" that goes beyond the world of dolls. We will continue to.

The outline of the joint project developed by Takara and the Avex Group is as follows.

○ Development of "BRATZ" in Japan

"BRATZ" features a large head, large feet, attractive lips, and a strong gaze as a design. In addition, her fashion is a style without flattery, an image of an independent individuality, and I think that it is her style that is close to today's young women. Therefore, this time, Takara and the Avex Group will approach "BRATZ" as a "brand" that does not stop at dolls and does not have a girlfriend, and will approach the young women of today.

The concept is "glamorous".

This is a word that has come to be used recently to indicate an uplifting atmosphere or a higher-grade texture, and means a higher-grade feminine strength. Takara and the Avex Group will jointly develop "BRATZ" as a "lifestyle proposer" that proposes a glamorous way of life for her.

○ Takara's initiatives

As a "life entertainment company," Takara makes the most of the know-how it has cultivated to date, planning, developing, and proposing new products under the "BRATZ" brand centered on the MGA ENTERTAINMENT product series. I'm here. We aim to create a brand that proposes not only the world of toys but also the lifestyle of modern girls in general.

Specifically, from this spring, dolls will be used as "symbols", mobile phone related goods and accessories as collection items, miscellaneous goods, stationery, cosmetics as practical items, and electric appliances will be released this fall. We will develop and permeate the "BRATZ" brand in all elements related to the lives of our targets. The keyword for these "BRATZ" projects is "unprecedented". We will develop items with impact, product designs, topics, promotions, sales floor proposals, etc., all based on the concept of "unprecedented".

○ Initiatives of the Avex Group

As a leading brand of a comprehensive entertainment content provider, the Avex Group has the know-how of marketing, brand strategy, and promotion that we have cultivated while sending numerous artists out into the world, and we have the ability to create new ideas and bring them to fruition. and "BRATZ" itself will be branded as an artist and talent.

Specifically, "BRATZ" will be assigned as a virtual artist to Axiv, the artist management agency of the Avex Group, and will appear on TV programs, tie up with commercials, perform music activities, etc., and use promotion methods unique to the Avex Group. From this spring onwards, we plan to make a debut in a form that is closely linked to the development of the "BRATZ" brand products.

In a joint project with Takara under the concept of "unprecedented", we will develop the "BRATZ" brand as a brand that modern women sympathize with and aspire to.

Please look forward to the "BRATZ" joint project by both Takara and the Avex Group in the future.

Please contact the following for inquiries regarding this matter.

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[Reference material 1] About Takara's "BRATZ" product development plan

◇ Scheduled to be released in late March 2003

Category	Product name	seed kind	price
Doll	storut it collection	Five	2,500 yen / tax not included
	slumber party	Five	3,980 yen / tax not included
	BRATZ Holiday	2	5,000 yen / tax not included
T-shirt		3	3,980 yen / tax not included
bag	tote bag	2	3,980 yen / tax not included
cosmetics	lip gloss	3	1,200 yen / tax not included
	boot manicure	3	1,200 yen / tax not included
	eye-shaped eye gloss	3	1,200 yen / tax not included

◇ “BRATZ” products will be released sequentially from March 2003, and from September, the “BRATZ” brand, which “proposes a lifestyle,” will be introduced in earnest. We are also planning to sell electrical appliances such as CD boomboxes and digital cameras that are scattered throughout the store.

◇ These products will be developed in conjunction with the promotions of the Avex Group.

◇ The sales target for the first year is planned to be 3 billion yen in total for the series.

Bratz

[Reference Material 2] **About the achievements of "BRATZ" overseas**

Passion Four fashion

“Fashionable spirit is passion for fashion!”

BRATZ is a fashion doll for girls born in 2000 and launched in June 2001 by MGA Entertainment, a major US toy manufacturer (located in California). So far, toys such as dolls, fashion accessories, salon rooms,tattooWe also sell miscellaneous goods such as stickers and watches. Since the beginning of 2002, we have also begun licensing, and are working on a large number of character products such as stationery and games. BRATZ's fascination extends to all his areas surrounding girls.

Gradually attracting attention as soon as it goes on sale, it has become number one in terms of attention and sales growth rate in the fashion doll category in the United States. BRATZ is released in the United States and Europe, and its popularity spreads not only in the United States but all over the world. Currently, it is sold worldwide, including the United States, South America, Europe, Australia, New Zealand, and Asia.

"BRATZ" has 5 members. Bold and action-oriented "Chloe", unique Asian girl "Jade", urbane and cool African "Sasha", bohemian and Spanish "Yasmin", and retro fashion cool "Meghan". .

BRATZ is **“The girls with a passion for fashion!”** Under the catch phrase, it has become a dream of teens around the world. Passionate about fashion, cool, cool, and glamorous, it is full of charms that tickle the fashionable minds of teens.

<Major awards received by BRATZ in the United States>

2001 **Family Fun Toy of the Year award**for Bratz

(Family Fun Magazine: Toy of the Year)

2002 **The People's Choice Toy of the Year**for Bratz in February

(TOY INDUSTRY ASOCIASSION: Toy of the Year as voted by consumers)

Family Fun Toy of the Year awardfor Bratz new Salon N Spa play set

(Family Fun Magazine: Toy of the Year)

winner of Herb Weisbaum's NBC Today Show Annual Test

(This is an award given by Herb Weisbaum, a popular caster of the American TV station NBC, to evaluate toys every year.)